

Message Text

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12

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 040735Z APR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4318
AMEMBASSY COPENHAGEN
AMEMBASSY HELSINKI
AMEMBASSY OSLO

UNCLAS STOCKHOLM 1557

FOR BIC/OIM/CAYA; EMBASSIES PASS CA AND AG OFFICES

E.O. 11652: (/A

TAGS: BEXP, SA

SUBJECT: HOTEL, RESTAURANT & INSTITUTIONAL EQUIPMENT
EXHIBITION (HRI)

A. THE FOLLOWING INFORMATION IS NEEDED URGENTLY FOR SHOW CATALOG:

1) BAKERS PRIDE - NAMES AND ADDRESSES OF REPS IN DENMARK,
FINLAND, AND NORWAY

R DO THEY SEEK REPS THERE?

2) WILL ELLIOTT-WILLIAMS CO. PARTICIPATE UNDER C.A.M.E.?

3) PLEASE CONFIRM FOLLOWING WE HAVE LEARNED FROM LOCAL REPS:
CECILWARE IS REPRESENTED IN SWEDEN BY KOKSUTRUSTNINGS AB JUNO
FOR COFFEE URNS, TEA DISPENSERS, AND COFFEE WARMERS AND BY PAUL
LEDERHAUSEN FOR ELECTRIC CHAR BROILERS AND AUTOMATIC ELECTRIC
GRIDDLES. CECILWARE SEEKS SCANDINAVIAN REPS FOR COFFEE BREWERS.
PA STATES N

REPRESENTATIVES HERE.

4) FOOD AUTOMATION SERVICE TECHNIQUES STATES THAT THEY FEEL THEY
WILL APPOINT KOKSUTRUSTNINGS AB JUNO AS DISTRIBUTORS. AN EARLY
DECISION, IF POSSIBLE, DESIRED FOR CATALOG ENTRY. THE ALTERNATIVE
ACCORDING TO MDF IS THAT THEY SEEK REP IN SWEDEN AND REST SCANDI-
NAVIA.

5) H.D. SHELDON EXHIBITS FOR NINE COMPANIES. PA STATES AB JUNO.
STOKCHOLM; HAKON LUNDE, OSLO; AND OY E. AHLSTROM, HELSINKI AS REPS.
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MDF SAYS SHELDON SEEKS DISTRIBUTORS. JUNO HAS INFORMED US WHICH

OF THE NINE COMPANIES THEY REPRESENT. WE ALSO NEED TO KNOW WHICH
F THE COMPANIES ARE REPRESENTED BY HAKON LUNDE AND OY E. AHLSTROM.
POTENTIAL REPS WILL BE LOCATED FOR THE COMPANIES NOT COVERED BY
THESE THREE REPS: FOR OUR STATISTICS WE NEED TO KNOW MARKET STATUS
OF THE NINE COMPANIES.

6) IN PART II OF MDF FROM T & S BRASS REFERENCE IS MADE TO
ATTACHED LETTER. STC HAS NOT RECEIVED LETTER. PLEASE CABLE INFORMA-
TION WHAT ASSISTANCE IN SECURING REPRESENTATION DESIRED BY T & S.

IN A LETTER DATED MARCH 26 MR. RAYBOULD OF O.O. MALLEGG LIST
THE FOLLOWING FIVE COMPANIES THEY WILL EXHIBIT FOR: A) SQUAR-BUFF,
INC; B) JET-STREAM; C) MULTICLEAN; D) AMERICAN MANUFACTURING CO.;
AND E) BAY STATE INDUSTRIAL EQUIPMENT. STC HAS DIFFICULTIES
MATCHING THIS INFORMATION WITH PRODUCT LISTING IN PA AND HAS
FOLLOWING QUESTIONS: WHICH PRODUCTS BELONG TO MULTICLEAN? WHICH OF
THE LISTED COMPANIES COVER KINGSTON DELUX, ROYAL HEAVY DUTY UPRIGHT
COMMERCIAL CLEANER; AND SOMERSET BATTERY ELECTRIC AREA VAC? PLEASE
CLARIFY. IF MORE THAN 5 COMPANIES IN MALLEGG PA, CAN OIM GET ADDED
PA AND FORWARD PRODUCT DETAILS.

B. PRODUCEMENT.

1) KOKSUTRASTNINGS AB JUNO - PA
TM - WILL EXHIBIT FOR
FOLLOWING COMPANIES A) BLOOMFIELD INDUSTRIES, SILEX
DIVISION OTM; D) COLDELITE NTM; C) KEATING OF CHICAGO OTM;
D) SILITE NTM; AND F) WEAR-EVER, LINCOLN MFG CO. THROUGH IMS
EQUIPMENT, INC. OTM.

2) PAUL LEDERHAUSEN (ONE OTM PA AND ONE NTM PA) WILL EXHIBIT
FOR THE FOLLOWING COMPANIES; OF MERCO PRODUCTS NTM; B) WELLS

MFG CO NTM; C) RUBBERMAID NTM; D) FRYMASTER NTM; E) WOLF RANGE
COMPANY NTM; F) EATON CORPORATION OTM; G) JET SPRAY INTERNATIONAL
CO. OTM; H) TAYLOR FREEZER OTM; I) SCOTSMAN-QUEEN PRODUCTS OTM.

3) SIGNED NTM PA IN THE MAIL FROM THERMOFROST FOR KASON AND
ARDCO, INC. LOCAL PAYMENT.

4) CMS INDUSTRY WILL PROCESS DOCUMENTS AND PAY FOR AMERICAN
LINCOLN ON APRIL 3.
STRAUSZ-HUPE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 04 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH01557
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750116-0991
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750479/aaaacubt.tel
Line Count: 98
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 26 JUN 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 JUN 2003 by maginmm>; APPROVED <12 JAN 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: HOTEL, RESTAURANT & INSTITUTIONAL EQUIPMENT EXHIBITION (HRI)
TAGS: BEXP, SA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006